Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-38. (Cancelled)

39. (Withdrawn): A method of indexing content on a network, the method comprising:

traversing the network to identify content associated with a uniform resource locator;

extracting geographic data from the content associated with the identified uniform resource locator without manual user intervention;

assigning a business category code to the uniform resource locator based on whether the extracted geographic data matches with data contained in a database; and

indexing the identified uniform resource locator and the assigned business category code in an electronic data store.

40. (Withdrawn): The method of claim 39 further comprising indexing the associated geographic data with at least one of the identified uniform resource locator and the assigned business category code.

41. (New): A method for performing a search of network accessible content, the method comprising:

traversing a network of web documents to identify business names and geographic data associated with the web documents;

identifying a business name and geographic data associated with a particular web page;

determining web page identifying data for the particular web page;

extracting the identified business name and geographic data associated with the particular web page;

based on the extracted business name and geographic data, accessing a business directory to determine a business category code that is associated with the extracted business name and geographic data;

storing the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

receiving a query from a user, the query being related to a business category;

identifying, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

returning a result to the user, the result including web page identifying data included in the identified one or more entries.

42. (New): The method as in claim 41 wherein the geographic data includes a zip code.

43. (New): The method as in claim 41 wherein the geographic data includes local area exchange information.

44. (New): The method as in claim 43 wherein the local area exchange information includes an area code.

45. (New): The method as in claim 41 wherein the geographic data includes a city and a state.

46. (New): The method as in claim 41 wherein the web page identifying data includes a uniform resource locator for the particular web page.

47. (New): The method as in claim 41 further comprising:

storing the geographic data in the entry within the electronic data store in which the business category code and the web page identifying data are stored.

48. (New): The method as in claim 41 wherein the business category code is configured to support a search.

49. (New): A computer program stored on a computer readable medium for performing a search of network accessible content, the computer program comprising instructions that, when executed by a computer, cause the computer to:

traverse a network of web documents to identify business names and geographic data associated with the web documents;

identify a business name and geographic data associated with a particular web page;

determine web page identifying data for the particular web page;

extract the identified business name and geographic data associated with the particular web page;

based on the extracted business name and geographic data, access a business directory to determine a business category code that is associated with the extracted business name and geographic data;

store the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

receive a query from a user, the query being related to a business category;

identify, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

return a result to the user, the result including web page identifying data included in the identified one or more entries.

50. (New): The computer program of claim 49 wherein the geographic data includes a zip code.

51. (New): The computer program of claim 49 wherein the geographic data includes local area exchange information.

52. (New): The computer program of claim 51 wherein the local area exchange information includes an area code.

53. (New): The computer program of claim 49 wherein the geographic data includes a city and a state.

54. (New): The computer program of claim 49 wherein the web page identifying data includes a uniform resource locator for the particular web page.

55. (New): The computer program of claim 49 further comprising instructions that cause the computer to:

store the geographic data in the entry within the electronic data store in which the business category code and the web page identifying data are stored.

56. (New): The computer program of claim 49 wherein the business category code is configured to support a search.

57. (New): A system for performing a search of network accessible content, the system comprising:

means for traversing a network of web documents to identify business names and geographic data associated with the web documents;

means for identifying a business name and geographic data associated with a particular web page;

means for determining web page identifying data for the particular web page;

means for extracting the identified business name and geographic data associated with the particular web page;

means for based on the extracted business name and geographic data, accessing a business directory to determine a business category code that is associated with the extracted business name and geographic data;

means for storing the web page identifying data and the business category code in association with one another and within an entry in an electronic data store;

means for receiving a query from a user, the query being related to a business category;

means for identifying, within the electronic data store, one or more entries that include a business category code that is associated with the business category of the query; and

means for returning a result to the user, the result including web page identifying data included in the identified one or more entries.